

Agenda

Mr. Allen

Introduction		BG Mangual		
Enterprise Transformation		RADM Archer		
Why BSM Is Crucial for DSCP		Mr. Allen		
The Components of Change				
People	Mr.	Mr. Allen		
Process	Ms.	Christine Gallo		
Technology Vincentis	Ms.	Mae De		
Program Update Vincentis		Ms. Mae De		

Question & Answer



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Our Business

- Products: \$15.8B Sales (FY01)
 - Fuel
 - Energy
 - Food
 - Medical
 - Apparel
 - Construction

 - Weapons Systems Spares (Consumable Peployable Units

- Sales Must Cover Cost
- 90% Of Military Needs **Satisfied**

By DLA

• 100% Of Military Service **Needs For Energy, Food,**

Medical And App

- Fixed Bases
- Industrial Activities
- Allies
- \$2.6B Sales (FY01) Services:
 - Logistics Information & Document Automation
 - Distribution (Less Transportation)
 - Reutilization & Disposal
 - National Stockpile



For DLA... If We Plan to Stay in Business...We Need to Change

- Poor Customer Perception
- Losing Sales and Market Position
- Reactive Vice Proactive
- Cost Not Understood
- Legacy Environment on Final Breath
- Inflexible Business Alignment
- No Clear Direction

ding Company Vice Enterprise Thin



What Are the Impediments to Change?

- Culture
 - Internal/External
- Power Brokers
 - Internal/External
- Corporate Courage
- Current Processes and Supporting Environment
- Corporate Change Process

No Definition of Enterprise



DLA's Decision... The Proposition

Transforming From Internally Focused
 Stovepipe Communities to Customer
 Focused Enterprise Based on Commercial
 Best Practices and Tools

• Customer Is Better Served at the Right Value

...It Is Now Key to Our Strategy!



BSM...Tied to a Bigger Picture

Balanced Score Card = Strategic Plan

Objective 6=>
Business Systems
Moder zation

Customer

Be "Customer Driven" **Supporting -**

- Supply Chain Practices
- •Customer Segmentation
- National Inventory
 Learning Management Strategy
 And Growth

Internal Process

Financial



What is BSM?

- It's a Transformation
 - Reengineer Processes
 - Use Best Practices
 - Become Commercial-literate
 - New Jobs...New Roles
- Supported by New IT Environment
 - Commercial-Off-The-Shelf (COTS)
 - Embedded Best Practices
 - Enterprise Solution







What BSM Delivers

- A Single Enterprise—We Are One DLA
- New Levels of Performance
- Customer Facing Organization
- Reliance on COTS (Commercial-Off-The-Shelf Software)
- Implement Leading Commercial Practices
- DLA People Successful in This New Environment

ddresses compelling reason change"



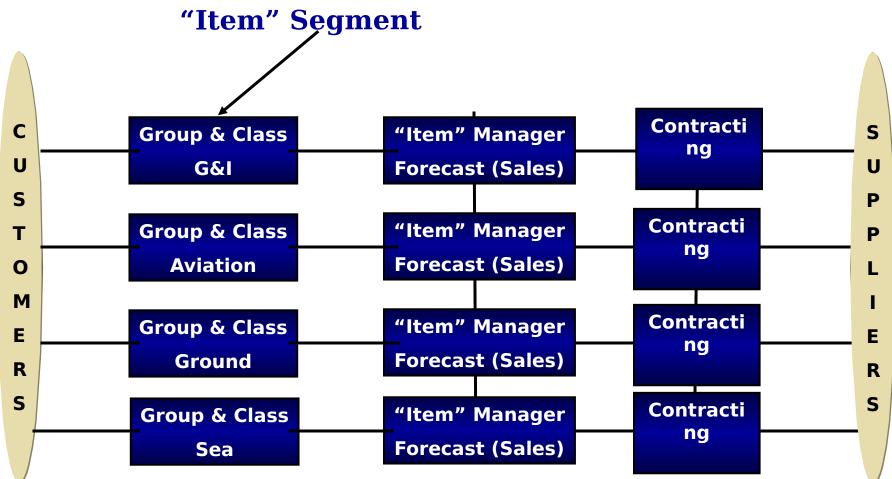
New Practices

- Focus... Customer vice Function
- Organization ... Customer Segment vice Product
- Investment... Agreed Outcome vice Availability
- Process... Collaboration vice Levels

"Collaboration"



Product/Function Focus Before Reengineering



...Built on two premises...item segments and forecasts (item focus), little collaboration and planning



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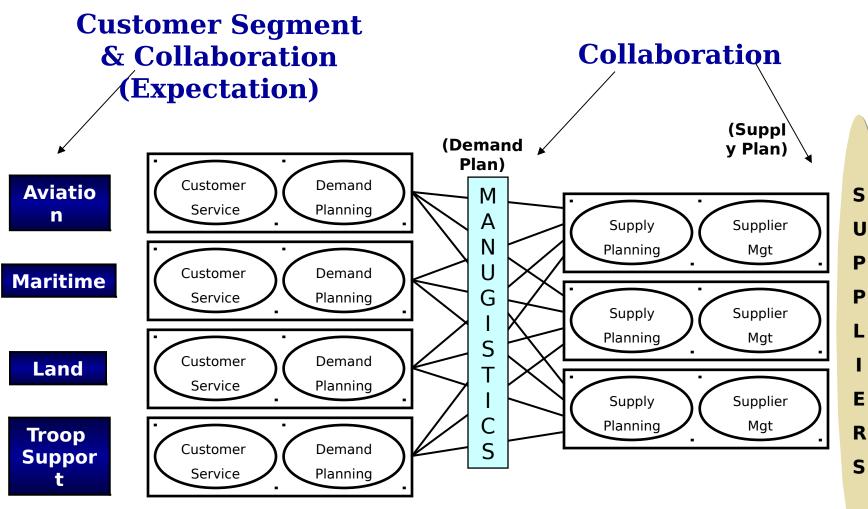
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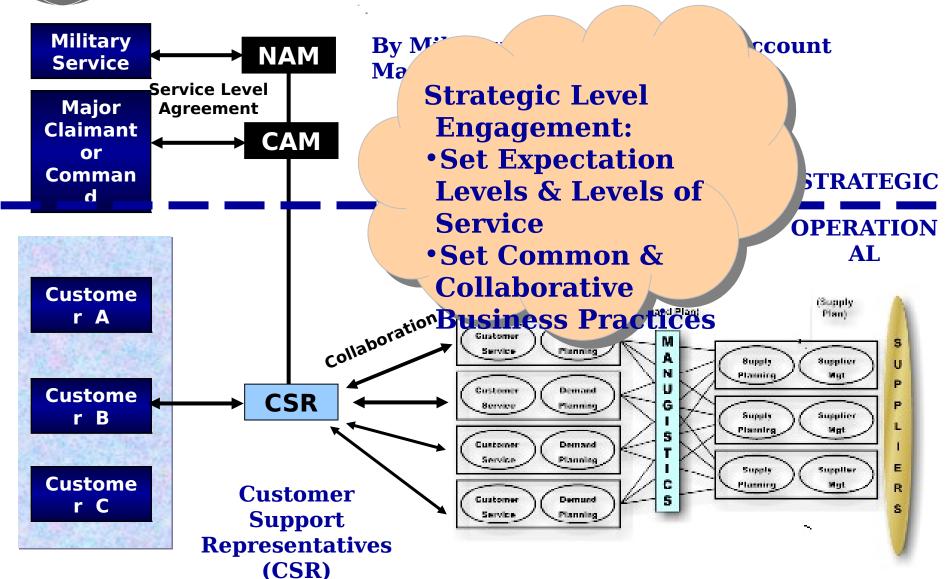
Customer Focus



...Built on two premises...customer segment and planning via collaboration

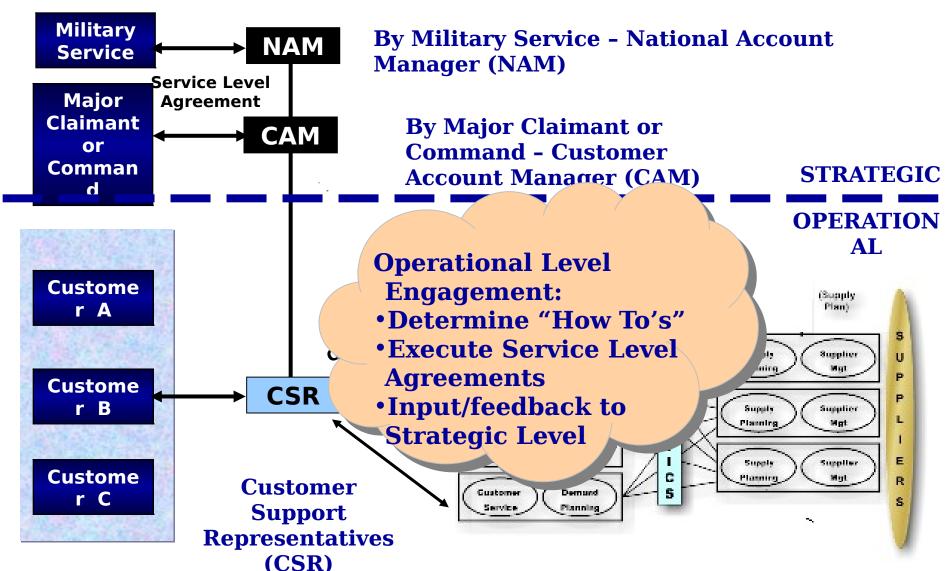


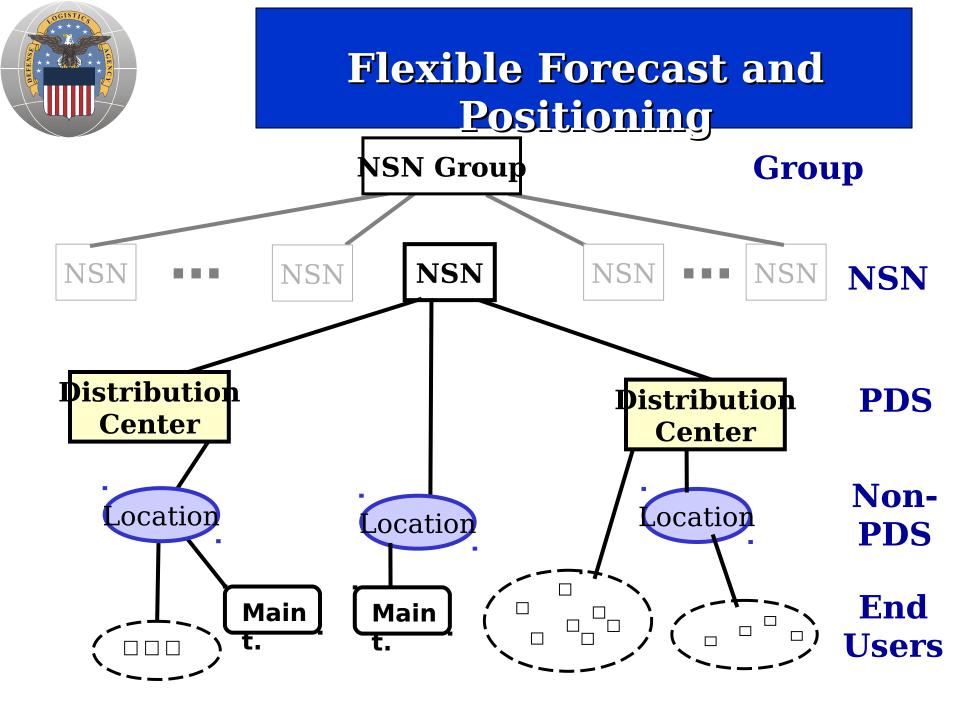
Customer Relationship Management (CRM)





Customer Relationship Management (CRM)







BSM Accomplishments... Since Our Last Visit

Apr 01 Business Process Reengineering ... Blueprint Oct 01
SECDEF
Endorseme

Jul 01 Completed Design and Configuration

Sep 01 Data Conversion Process in Place and Tested

Sep 01 BSM Job Model and Staffing Approach

Oct 01 Standard Organization

Oct 01 Testing Commenced, Runs Through

Apr 02



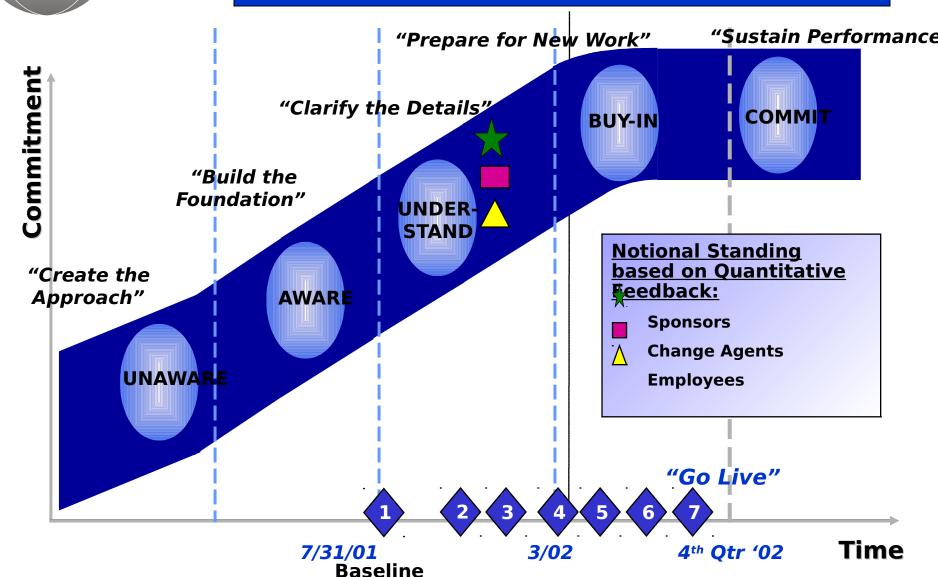
There Is No Plan B

- "Go Live Concept Demo Jul Aug 02!"
- Test Business Practices
- Test Systems
- Test Ability for Knowledge Transfer
- Test Organizational Build

Time of Discovery



Meeting the Challenge of Changes





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What We Do Well Today

1. Workforce

- Works Effectively Despite the Limitations of the Present IT System, Organization Structure and Business Process
 - Logistics Response Time
 - FY00 5.2 Days
 - FY01 3.9 Days (A Decrease of 1.3 Days)
 - Supply Availability
 - FY00 87%
 - FY01 90% (An Increase of 3%)
- The Ability of Our People to Do More With Less
- The Ability of Our People to Adapt to Change



What We Do Well Today

- 2. Supplier Management
 - Very Good at Supplier Relationships
 - Creates Contracts With Suppliers Focused on Results
 - 86% of Contracts Are Long Term
 - 99% of Solicitations Are Electronic
 - 96.3% of Payments Are Under EFT
 - 97.3% Are Electronic Awards
 - Increase of Electronic Invoice
 - From 49.5 % (FY00), to 59.25 (FY01)
 - Prime Vendor



What We Do Well Today

3. Customer Focus

- DSCP Has \$6B Sales Volume That Has Increased Each Year for the Last 3 Years
- The Workforce Has a Desire to Meet Customer Needs (Entrepreneurial Spirit).
- Creates Contracts Focused on Results
- Supply Chain Driven Cost Consciousness
- Forward Presence in Both DSCP Europe and Pacific



What We Do Well Today

- 4. Adapting Commercial Practices Into Readiness
 - Surge Without Effort (No Workload Increases)
 - Have Access and Visibility Into Vendors' Inventory (Vendor Managed Inventory)
 - Able to Deliver in Times of Crisis (Capacity Reservation / Access to Commercial Inventories)
 - Strategic Collaboration (VA, Natick, AAFES, NGB)



Our Challenges

- 1. Financial Management
 - Pricing (Premiums and Incentives)
 - We Cannot Determine Whether We Have Made or Lost Money (Activity Based Costing)
 - Currently Have 4 General Ledger Systems
 - Accounts Payable
 - Collecting Receipt Information (ERS)
 - Customers Providing Receipt Information for Invoice Process
 - Receipts & Payments

Business Outcome: Cost of Operations (KPP)



Our Challenges

- 2. Customer Management
 - Not One of Our 4 Commodities Met the DLA Expected Goal of 83% for Customer Satisfaction
 - CRM Is Currently Contracted Out
 - Need More Forward Presence
 - We Do Not Know Our Customers As Well As We Should
 - Demand Planning Is Sporadic
 - Customer Knowledge Management Capability (LL Bean Example)

Enhanced Customer Satisfaction
(KPP)



Our Challenges

- 3. High Level of Manual Business Processes
 - Unrepeatable Processes, Patchwork of Automated Assists
 - Manual Processes Are Not Integrated (Suboptimization)
 - Offline Processes Are Force-fed Into the System
 - Patchwork of Systems Sophisticated to Highly Routinized
 - Widely Different Levels of Sophistication in Our Procurement Processes As Well

(KPP)

Business Outcome: Cost of Operations



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Ms. Mae De Vincentis

Question and Answer SessionAllen

Mr. George

Wrap Up

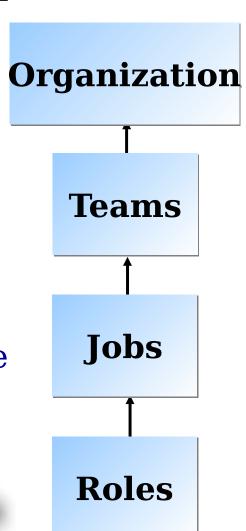
RADM Archer



Providing the Training, Experience, and Opportunity to Succeed

- Business Process Changes Affect:
 - How Work Will be Done
 - Who Does It
 - Organizational Relationships to Support It
- "Customer Driven" DLA Strategy Direction Affects How We Face the Customer







BSM Job Model / Processes

Finance	Order Fulfillment	Planning	Procurement
Business Analyst (Business Analyst) Serves as the financial "face" and business performance evaluator, in the field	National Account Manager (OPM Title - TBC) Manages customer's relationship with DLA at the military level	Demand Planner (Inventory Management Specialist) Plans for customer demand, and creates and maintains Demand Plans	Purchasing Specialist (Contract Specialist) Serves as the contracting agent for DLA (may or may not have warrant)
Financial Analyst (Financial Analyst) Serves as the financial "face" at Headquarters – coordinates the overall agency budget	Customer Account Manager (OPM Title - TBC) Manages customer's relationship with DLA at the segment level	Demand Data Maintainer (Supply Technician) Maintains the demand data and system	Product Specialist (Technical/Quality Analyst) Provides technical/quality expertise, maintains item-specific data, and investigates failures
Financial Information Analyst (Accountant) Performs funds control and financial data management at HQ	Customer Support Representative (Supply Management Specialist) Represents DLA at the customer site	Supply Planner (Inventory Management Specialist) Plans for supplier requirements, creates and maintains Supply Plans	Purchasing Support Technician (Procurement Technician) Provides administrative support, routes, and assigns PRs
Pricing Strategist (Pricing Strategist) Manages pricing strategy in the field	Customer Account Specialist (Customer Account Technician/Customer Account Specialist) Performs order processing and support functions	Supply Data Maintainer (Supply Technician) Maintains the supply data and system	Supplier Relationship Manager (Supplier Relationship Manager) Serves as DLA's single face to key suppliers
Financial Services Liaison (Financial Services Liaison) Serves as the liaison between DLA and DFAS	Weapons System Support Manager (Weapons System Support Manager) Serves as logistician and local program manager for assigned weapon system platform	Market Analyst (Market Analyst) Analyzes product and market information in relation to demand planning	Accounts Payable Processor (Performed by DFAS) Performs Accounts Payable processing functions
Financial Processor (Performed by DFAS) Performs financial processing activities	Delivery Management Specialist (Traffic Management Specialist) Serves as POC for delivery status questions, and provides input into transportation arrangements	Performance Specialist (Supply System Analyst) Monitors the performance of the planning KPIs	
	Resolution Specialist (Supply Technician/General Supply Specialist) Clears discrepancies in inventory	Supplier Capabilities Analyst (Supplier Capabilities Analyst) Determines DLA's ability to provide readiness support	
	Accounts Receivable Processor (Performed by DFAS) Performs Accounts Receivable processing functions	Sales and Operations Planning Chief (OPM Title - TBC) Resolves issues and coordinates sales and operations planning meetings	
		Stock Positioning Specialist (Supply System Analyst) Ensures the accuracy of network	



BSM Processes / Jobs

Planning

- Demand Planner
- Supply Planner

Order Fulfillment

- Customer Account Specialist
- Weapons System Support Manager

Procurement

- Purchasing Specialist
- Product Specialist

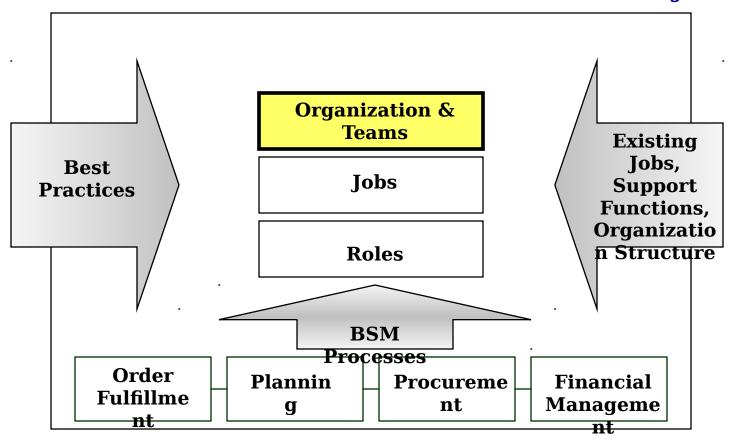
Financial

- BusinessAnalyst
- •Financial Analyst



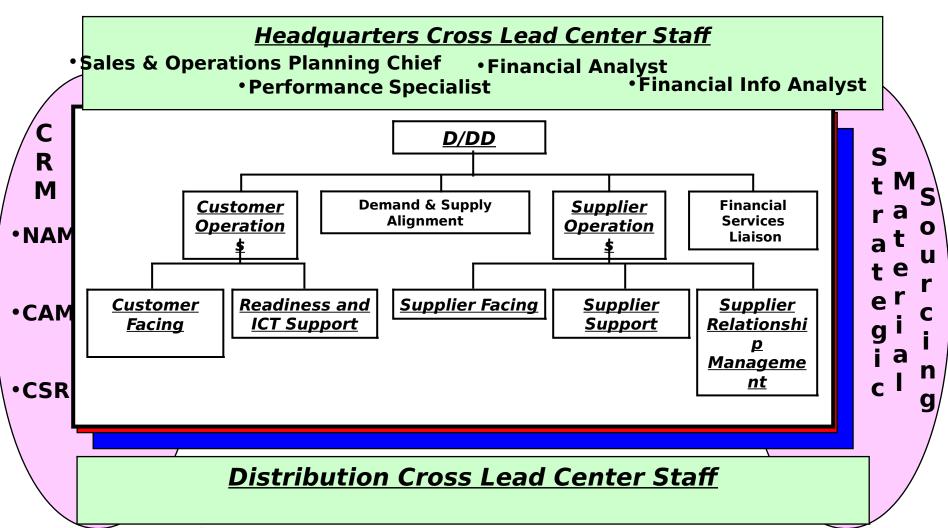
Organization Architecture Development Approach

<u>Organization</u>: The Organization Architecture Is Built Upon BSM Business Processes, Considering Commercial Best Practices and Current DLA Structure, Processes and Jobs.





Standard Organization





Concept Demo ICTs By Lead Center

Lead Center for Maritime

- Maritime Maintenance
- Naval Shipyard, Norfolk

Lead Center for Aviation

- Navy Aviation Maintenance
- Army Aviation

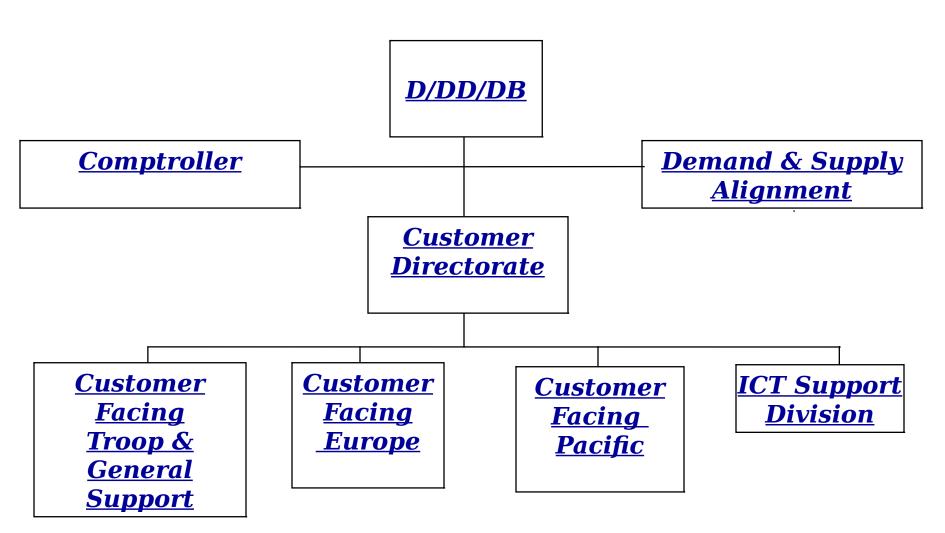
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Ma Centers 1	11			
Aviation/Distributi	8			
Troop	12			
Support/Distribut	31			
Total				

Lead Center for Troop and General Support

- Army T&G Support
- TRADOC
- Ft. Jackson
- FORSCOM
- Ft. Bragg
- Navy T&G Support
- Air Force T&G Support
- Lackland
- MC T&G Support
- Parris Island
- ATS-C Support Other

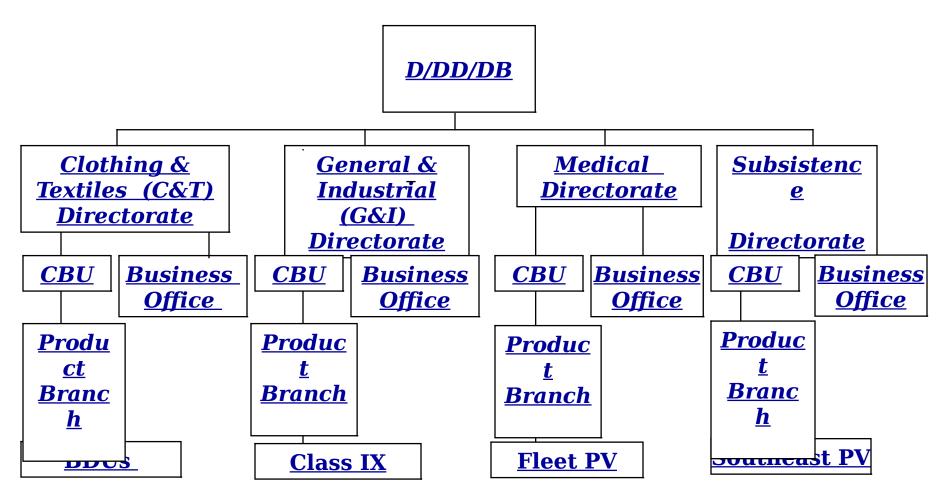


DSCP Customer Operations (CD)





DSCP Supplier Operations (CD)





Performance Management Cascading Measures

Establishes Corporate
Enterprise Balanced Scorecaschategy, Performance
Measures and Targets

Process Level KPIs

Measures the Process Performance

Organization/Subset Levellective
Performance Measure Performance of All

Areas Within the

Team Level
Performance Measure of a

Loam

Individual Job Level Measures the Performance of an Performance Measure Within a



BSM Staffing Strategy

Standard Approach to Filling Jobs

- Mapping to "Successor Jobs" DLA Master Labor Agreement (MLA)
- Reassignments Volunteers
- Job Opportunity Announcements

MOA With AFGE Council 169 Signed October 16, 2001



Defense Supply Center Philadelphia Concept <u>Demo</u>

- Concept Demo Will Be Staffed With 70 Line Staff Across the ICTs (e.g., Purchasing Specialist, Customer Account Specialist, Demand Planners)
- Classes of Supply Selected for Release One
 - Class I Prime Vendor Garrison Feeding for the Southeast Region
 - Class VIII Medical/Surgical Fleet Prime Vendor
 - Class II Battle Dress Uniforms
 - Class IX G&I Support to the Aviation (DSCR) and the Maritime (DSCC) Lead Centers



Types of Training





Levels of Training

OVERVIEW TRAINING:

- Functional
- Process

HANDS-ON TRAINING:

- COTS
- Role-Based



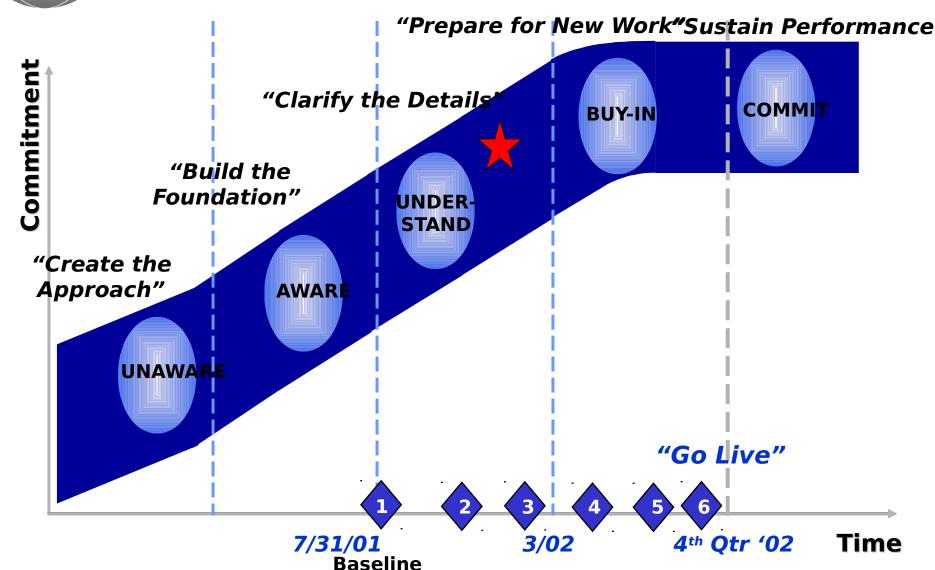


Upcoming Training

Course	Date	Location	Audience
Supply Chain Overview Training (BSM 101)	Feb - Mar '02	DSCP	Sponsors and CD Participan ts
Executive Sponsorship Workshop	Jan 16-17 '02	Chantilly, VA	Sponsors
Supervisor Workshop 1 Prep For Change Discussion in Feb	Feb 13 '02	DSCP	CD Superviso rs
Change and Transition for Managers and Supervisors	Mar 12-14 '02	DSCP	CD First and Second Line Superviso rs
BSM 102 - Intro to BSM	Feb - Mar '02	DSCP	CD



CR Feedback #2: DSCP Position on the Change Commitment Curve





What Can You Do

Be Aware of BSM Program:

- Read the BSM Web Site
- Attend Town Halls
- Be Knowledgeable About How BSM Supports DLA Goals
- Ask Questions of Your Supervisors



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What Are They Saying?

CINC's...CSART

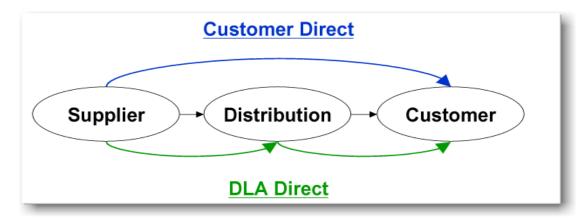
JCS J-4...

Services' Leadership...



Designing the New Processes: Basic Concepts

- Channel:
 - DLA Direct: DLA Owns Inventory
 - Customer Direct: Vendor Owns Inventory



- Core
 - **Processes:**
 - Planning
 - Procurement
- Order Fulfillment
- Financial



The Process: Reengineer by Fielding Best Practices

Planning

- Demand by Customer
 - Collaboration

Improve Customer Service by Collaborating W/Customers &

- "Availabl e to **Promise**
- Suppliers Focus of Grand From Supplier Have Auditable Performance and Management
 - "Capable to

Order Fulfillment

- Identify **Customers** More **Specifically**
- Provide Best Provide Value Account **Solutions** Vi**Finditoia**
- **Financial Statements**
- Change Inventory **Valuation** Methodology



The Process: Key Performance Indicators

Planning

- •Demand Plan Accuracy
- •Attainment to Plan

Order Fulfillment

- •Customer Wait Time
- Stock Availability

Total Supply Chain Definite
Costs Will Be Identified Financial

Procead Time

- Vendor/supplier
 Effectiveness
- Supplier ReadinessCapability
- •Net Operating Rate Result Plan Performance
- Materiel Budget Plan Performance



Process Improvements - Order Fulfillment

Today



BSM

- Orders Processed
 "First In First

 Out" "UMMIPS Rules"
- Single Line Orders
- Order Status
 Transactions
- All Operations Costs
 Included in Cost
 Recovery Rate

- Orders Processed by "Customer's Required Delivery Date" Release 2
- Multi-line Orders
- On-line Account and Visibility
- Premium Services
 (Transportation, Expedited
 Processing) and Discounts
 (Volume Purchase)



Process Improvements -Procurement to Payment

Today



BSM

- Multiple Contract Writing Applications
- Single Contract Writing Application

Batch Processing

 Real Time, Accurate and Integrated Data

- Inventory Reconciliation
 Between SAMMS & DSS
- Synchronized Inventory
 Balances



Process Improvements - Demand Planning

Today



BSM

- Plan by Item
- Single/Static Forecast
- Quarterly Forecast
- Limited Customer Input
- No User Interaction with Models
- Decentralized Systems

- Plan by Customer, Item, and Location
- Variable/Time Phased Demand Plan
- Monthly Planning Horizon...Event Driven
- Extensive Collaboration with Customer
- User Interaction with Models
- Single Demand Planning System



Process Improvements - Finance

Today



BSM

- Invoice Required for Payment
- Eight (8) Ledgers to Consolidate

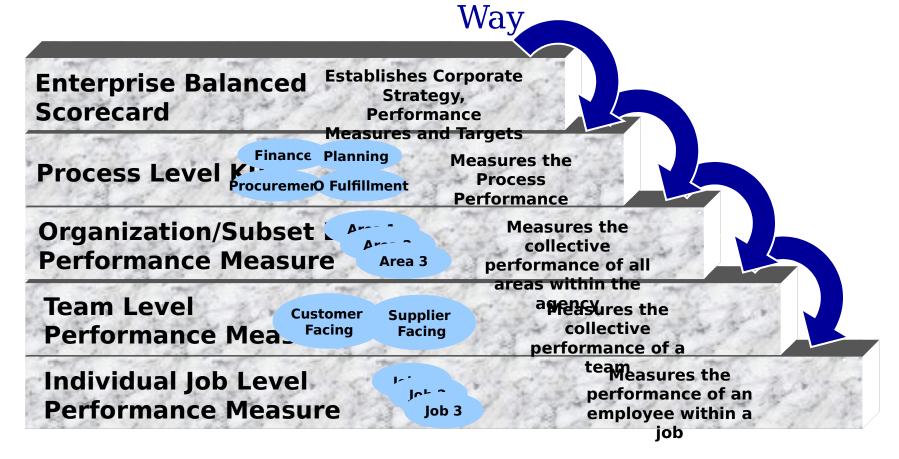
Inventory Valued at LAC –
 Not GAAP Compliant

- Pay on Receipt (ERS)
- Single General Ledger
 Using USSGL Chart of Accounts
- Inventory Valued at Moving Average Cost – GAAP/ CFO Compliant



Measuring Our Performance

Performance Measures Cascade Down the Organization, Providing Linkage Along the





Reaching out to Customers and Suppliers

- Our Success Depends on Collaboration
 With Our Customers...and We're Reaching
 Out to Them at the Highest Levels to Ask
 Them to Collaborate and Negotiate Service
 Level Agreements
- Service Level Agreements Will Also Be Set With Suppliers...to Ensure We Have Clearly Defined Expectations About Support

Customer Collaboration

ntegrated Processes and Data Industry Collaboration



"Business Reengineering" ... Bigger Than We Ever Imagined

Best Practices...

Successful Commercial Model

Customer Relationship Management

• • •

Strategic/Operational

DLA One Book...

Corporate Repository for DLA Bu Policies, Processes and Procedu





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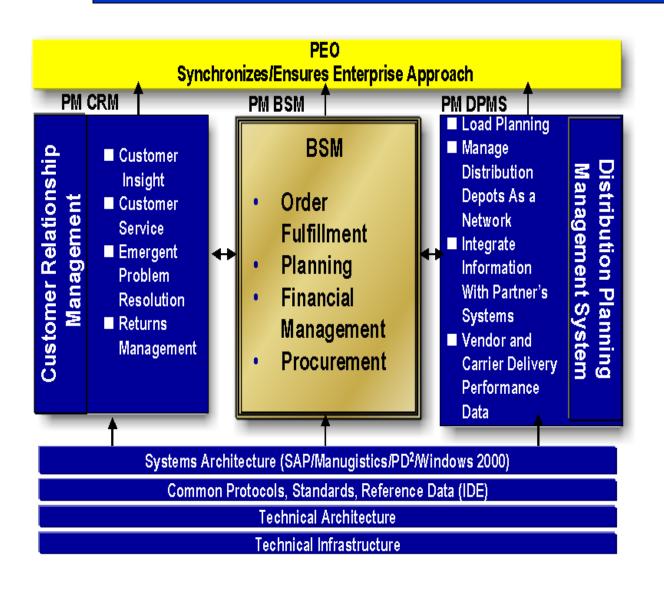
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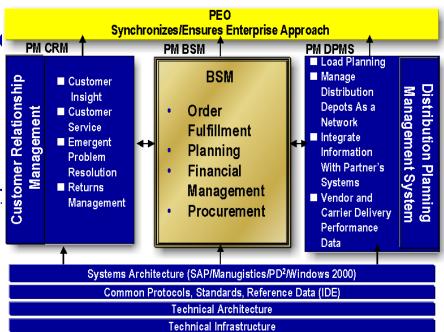
The BSM Strategy...





The BSM Strategy...

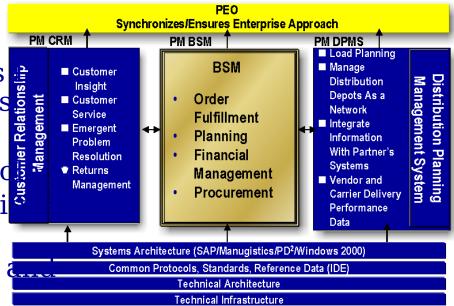
- BSM Program: Supply (Less Energy)
 - Class I (Subsistence)
 - Class II (Clothing and Textile
 - Class IV (Construction)
 - Class VIII (Medical)
 - Class IX (Repair Parts)
- Beyond the BSM Program:
 - Customer Relationship Mgm
 - Distribution Planning Management System
 - Class III (Energy)
 - Map Mission COTS Project
 - Defense Reutilization and Marketing Service Integration Project
- Other Major Related Efforts:
 - Catalog Reengineered System (CRS)
 - Engineering Support Automation (ESA)





The BSM (Technical) Strategy...

- Business Architecture Drives
 Infrastructure ... Investments
 Justified by Mission Needs
- Buy vs. Build ... COTS Technology
- Corporate Computing Capaci Communications
- Ensure Information Security a Assurance
- Integrate and Leverage DLA's Existing Technology Infrastructure Where Appropriate
- Exploit Technology... Web Based Solutions, Thin Clients
- Provide an Architecture that is Conducive to Technology Refreshes



Establish an Open and Scalable ENTERPRISE Infrastructure to Support

DI A's Mission Doquinoments



BSM Technical Foundation ...

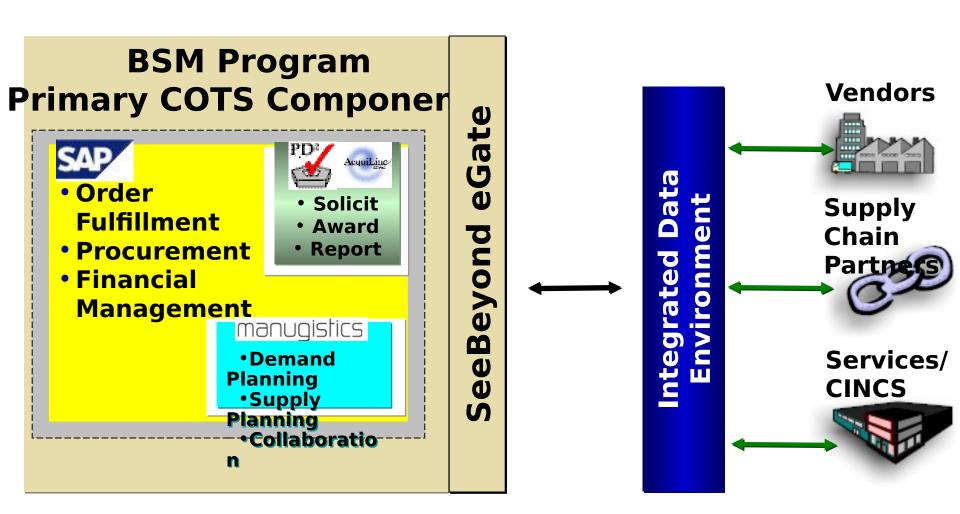
BSM Uses Industry Best Practices to Modernize DLA's Technical Infrastructure and a Foundation to Support

- <u>Leading Technologies</u> From Industry Leaders Including HP, EMC, Cisco, Microsoft, Oracle, SAP, Manugistics, AMS, Seebeyond, RSA, BMC
- <u>BSM Portal</u> to Access SAP, Manugistics and PD²
- <u>Enterprise Application Integration (eAI)</u> to Support Integration With Legacy Systems (X12/XML)
- <u>PKI (Public Key Infrastructure)</u> in Place With DoD Certificates and Eventual Integration With CACs (Common Access Cards)
- Web Architecture Using Java Technologies to Access New Systems and Some Existing Data Stores
- <u>Enterprise Data Center</u> With State-Of-The-Art Operations Capabilities
- <u>Dedicated WAN</u> to Major Sites to Ensure Performance



BSM Technical Blueprint

The Foundation for DLA's Systems $ar{\mathbf{A}}$ rchitecture



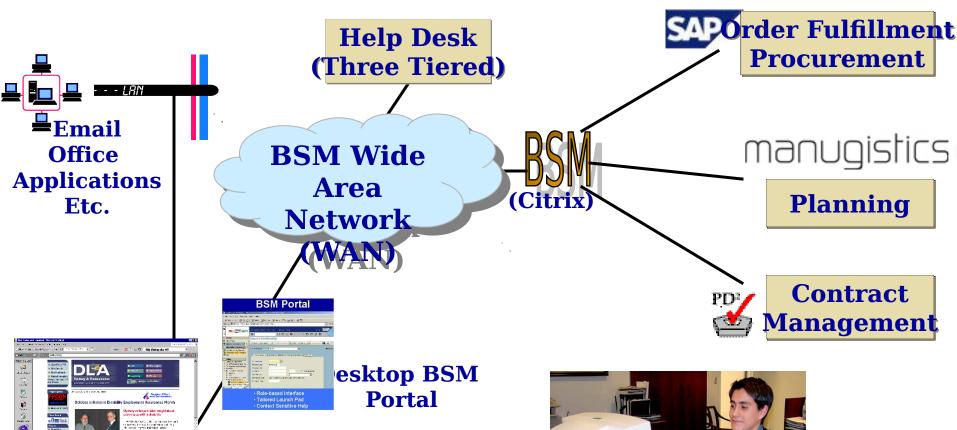


A Day in the Life of a BSM User





A Day in the Life of a BSM User

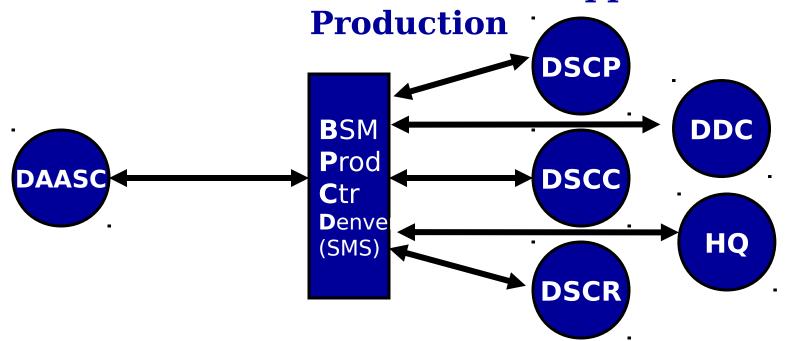


DLA Today & Tomorrow One Book Standard Desktop



Production Network (Denver - Lockheed Martin)

DLA has Contracted with Accenture and Lockheed Martin to Provide Extensive Technology Infrastructure in Denver to Support BSM



- Single Instance ... SAP, Manugistics, PD²
- Dedicated and Secure Wide Area



BSM Technology Team/Roles

There are Exciting Technology Positions on the BSM Program

Technology Management

Deliver new technology solutions for each BSM Release Sustainment Team

release after cutover and Development Landscape in

Dayton

BPC Team

Support BSM Production Data Center in Denver

Technical Architecture

Integration Architects
Security Architects
Reporting/Output
Management
Web/Portal Architects

Infrastructure/ Operations **Environment Management**

Infrastructure Specialists Systems Administrators

Desktop/Peripheral Special atabase Administrators

Operations Architects

SAP R/3 Basis Administrators

Manugistics System

Administrators

PD² System Administrators



Concept Demo ... What is it?

... a real implementation, not a pilot

 Deliver a Fully Operational, Tested System and Trained Workforce

Fully Support Existing Customer

Commitments

Deliver Greater than 8
 of the Functional
 Requirement in the OI

 Incorporate Improved Capabilities Within Timeframes/Resources

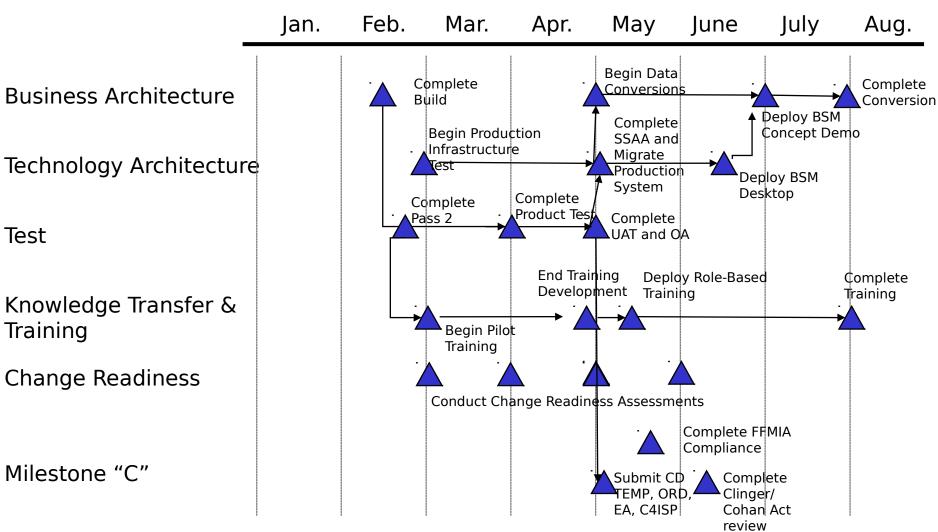
Maritime Carrier and Sub Surface teams LIM-2500 Terminal Lugs and Insulation Sleeving Battle Dress Uniforms Medical/Surgical Fleet Prime Vendor Garrison Feeding (PV Southeast Region) Helicopter systems (UH-1, H-3, H-46, and H-53) # NSNs Requisitions Orders Impacted Customers Suppliers Users TOTAL 146,420 217,485* 168,939 370 17,002 2,492

*Figure based on a two-year period.

Work Out the Kinks and Bugs Before General Roll-out



Short-term Timeline





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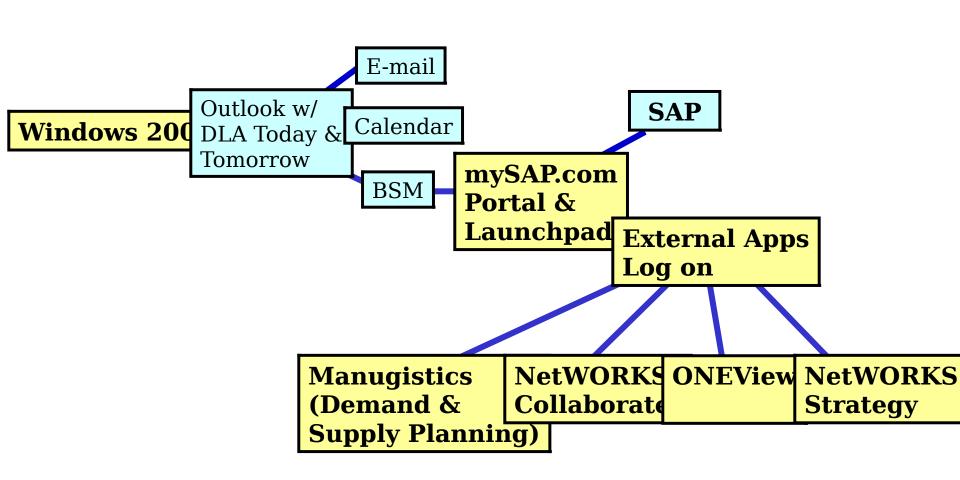
Wran-IIn RADM Archer



Back Up Charts



BSM Access: Demand Planner





BSM Access: Purchasing Specialist

Purchasing Specialist:

